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REPORTER



OEE GETS DOWN TO BUSINESS

AFTER SEVERAL WEEKS OF INTENSE PLANNING AND PREPARATION, IT'S "DOWN TO BUSINESS" FOR NATURAL RESOURCES CANADA'S (NRCan's) NEW OFFICE OF ENERGY EFFICIENCY (OEE), CANADA'S "ONE STOP" SERVICE FOR INFORMATION ON ENERGY EFFICIENCY AND ALTERNATIVE FUELS. PUBLICIZING THE EXISTENCE AND MANDATE OF THE NEW ORGANIZATION HAS BEEN A PRIORITY, AND TWO DAY-LONG EVENTS HAVE BEEN HELD TO DO JUST THAT.

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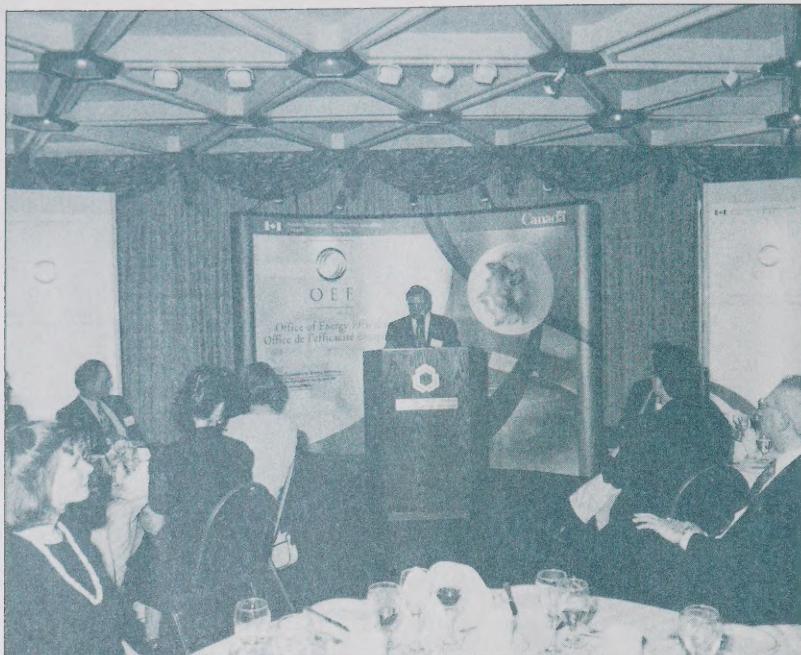
The National Arts Centre in Ottawa was the backdrop for the official launch of the OEE at an April 28 reception attended by stakeholders and partners from across Canada. NRCan Minister Ralph Goodale was the keynote speaker, delivering strong messages about the OEE's mandate to solidify and expand Canada's commitment to energy efficiency and alternative fuels, and to address the challenges of climate change. Minister Goodale also took the opportunity to release the OEE's first annual report, *The State of Energy Efficiency in Canada*.

Earlier in the day, the National Advisory Council on Energy Efficiency (NACEE) held its inaugural meeting. NACEE is made up of selected key decision-makers from all sectors of the economy and will provide advice on the OEE's strategic direction, business plans, programs, performance measurement and other long-term issues.

Employees of other branches of NRCan were introduced to the OEE on May 1 at an open house at the department's headquarters in Ottawa. The 19 programs managed by the OEE were highlighted at this event, which gave NRCan employees a better understanding of the role and activities of the new organization.

The OEE has been doing more than orienting itself with clients and others, however. In addition to ensuring a smooth transition for NRCan's comprehensive range of energy efficiency and alternative fuels programs, OEE staff have begun planning for new initiatives, including the first annual national energy efficiency conference and awards.

Scheduled for May 18–20, 1999, in Ottawa, Canada's Energy Efficiency Conference will focus on technical and policy issues, and will feature Canada's portfolio of energy efficiency and alternative fuels products and services. The National Energy Efficiency Awards will recognize Canadian innovation and progress in energy efficiency, and provide an opportunity for domestic and international recognition of Canada's achievements. Nomination forms are



“...Canada’s Energy Efficiency Conference will focus on technical and policy issues, and will feature Canada’s portfolio of energy efficiency and alternative fuels products and services.”

now available for the awards, which will be presented at the conference.

Work is also progressing on other fronts. As part of its comprehensive strategy for disseminating information, the OEE will launch a newsletter, *OEE News*, this fall. In addition to feature articles on OEE programs, the newsletter will include a “Did You Know...?” column that provides helpful hints on how Canadians can be energy-efficient at home, at work and on the road. OEE staff have also been busy setting up and maintaining the office’s new web site, which has the latest information on the OEE’s programs and provides worldwide links to hundreds of related sites.

For more information on the OEE and its programs, visit our Web site (<http://oee.nrcan.gc.ca>) or contact us at:

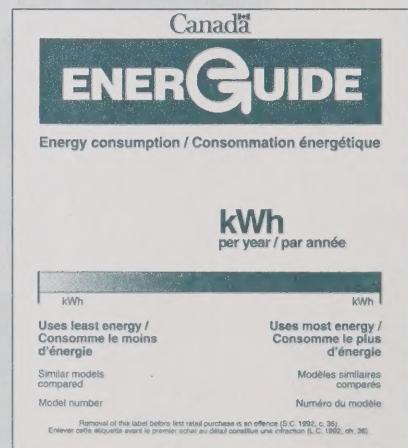
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“CANADA” TO APPEAR ON ENERGUIDE LABELS FOR MAJOR HOUSEHOLD APPLIANCES AND ROOM AIR CONDITIONERS

Whether you are buying an appliance, a house or a car, EnerGuide is quickly becoming the trademark for energy efficiency in Canada. EnerGuide labels for major household appliances and room air conditioners will soon include the word “Canada.” This is to identify the EnerGuide Program’s country of origin, as set out in the recent fourth amendment to Canada’s *Energy Efficiency Regulations* (see page 4).

According to EnerGuide officials, there are two reasons for the change: to ensure consistency with EnerGuide labels for houses and cars, which already include the word “Canada,” and to help avoid confusion with the United States EnergyGuide label, which also rates the energy efficiency of major electrical household appliances.

New EnerGuide labelling kits will be distributed to appliance manufacturers and dealers once the fourth amendment becomes official.



CBIP CAN MEAN MORE THAN ENERGY-COST SAVINGS

NRCAN'S NEW COMMERCIAL BUILDING INCENTIVE PROGRAM (CBIP) MAY LEAD TO BENEFITS THAT EXTEND FAR BEYOND ENERGY-COST SAVINGS, ACCORDING TO JIM CLARK OF THE OFFICE OF ENERGY EFFICIENCY.

“...lower operating costs increase the resale value of the building and provide a competitive leasing advantage over standard buildings.”

CBIP was launched on April 1, 1998, to offer building owners and developers a financial incentive to incorporate energy efficiency features into the design and construction of new commercial and institutional buildings (see the Winter/Spring 1998 edition of *The EnerGuide Reporter*). The overall goal of the program is to accelerate the adoption of energy-efficient measures and practices that can help Canada achieve its climate change goals.

“Energy-efficient buildings yield long-term energy savings, there's no question about that,” says Mr. Clark. “And lower operating costs increase the resale value of the

building and provide a competitive leasing advantage over standard buildings. But there's more to it than that.”

Although more sophisticated building controls, energy-efficient equipment and heat recovery capabilities will typically cost more, these measures can also allow the builder to purchase smaller heating and cooling equipment, at significant cost savings.

“In general, large buildings with built-up mechanical systems will experience savings in equipment costs, while buildings with simple systems will have similar costs, whether they are built to qualify for CBIP or not,” says Mr. Clark.

Focusing on energy efficiency during the design and construction stages can also reduce the cost of building electrical and lighting systems. Improved lighting controls and the use of daylighting (with fewer lighting fixtures) and lower wattage fixtures with longer lamp life will reduce electrical loads. It will also allow the use of a smaller electrical main service, panelboards, distribution systems and transformers, as well as smaller-capacity cooling equipment.

“Smaller mechanical and electrical equipment will also require less floor area, and that can mean a net cost savings for the builder,” adds Mr. Clark.

Maintenance and repair costs for energy-efficient mechanical systems should generally be less than for comparable conventional equipment. As well, fewer lamps and longer lamp life will significantly reduce lighting maintenance costs.

More information on CBIP is available at the program's web site at <http://cbip.nrcan.gc.ca> or by faxing your request to Jim Clark at (613) 947-0373.



RETAILERS' CORNER

Update: EnerGuide Month a Hit with Retailers and Consumers

Canada's first-ever EnerGuide Month, held in May 1998 through a partnership between the Office of Energy Efficiency and major retailers across the country, was a resounding success. Already, bigger and better plans are being made for next year.

EnerGuide Month is a promotional campaign to show how the EnerGuide label can help consumers purchasing major household appliances save money and contribute to a healthier environment. According to early feedback from managers at Sears, Future Shop, The Brick and Eaton's — the stores that piloted the initiative — the campaign has more than achieved its objective.

EnerGuide Month was launched with an aggressive media campaign highlighting how salespeople had been trained to use the EnerGuide label and provide information on energy efficiency.

"The media relations campaign was very successful, generating more than a dozen articles in major daily newspapers as well as several magazine articles," reports Anne Wilkins, EnerGuide Program Coordinator. As spokesperson for EnerGuide Month, Ms. Wilkins was also interviewed by radio journalists in Toronto and Sudbury, and participated in a Calgary radio call-in show. In addition, Future Shop and Sears provided free advertising space in their sales flyers, which reached at least three million homes in Canada.

Several aspects of EnerGuide Month earned praise from appliance salespeople, such as the entertaining and useful customer information sheets on clothes washers, dishwashers and refrigerators, which were fixed to appliances in stores. Salespeople at all participating stores received a pocket-sized quick reference tool that provided them with helpful information on the EnerGuide label for appliances.

Retail managers have also deemed the pilot project a success. Publicity generated by EnerGuide Month not only improved staff awareness of energy efficiency and the EnerGuide label, but also encouraged consumers to ask questions on how they could save money.

"Next year, we intend to make EnerGuide Month even bigger and better," says Ms. Wilkins. "One thing we're already working on is expanding the number of retail participants."

For more information on EnerGuide Month, contact Anne Wilkins by e-mail at awilkins@nrcan.gc.ca or by telephone at (613) 992-3900.

FOURTH AMENDMENT TO ENERGY EFFICIENCY REGULATIONS MOVES FORWARD

The fourth amendment to Canada's *Energy Efficiency Regulations* moved a step closer to reality on July 4, 1998, when the proposed text was pre-published in the *Canada Gazette*.

Pre-publication triggers a 75-day period for public review and commentary on the proposed regulations. The final regulations are expected to come into force on December 31, 1998.

As reported in the summer 1997 edition of *The EnerGuide Reporter*, the fourth amendment will establish minimum energy performance standards or strengthen existing standards for the following products:

- gas- and oil-fired boilers;
- oil-fired furnaces;
- ice makers;
- residential dehumidifiers;
- compact clothes dryers;
- single- and three-phase, split-system central air conditioners and heat pumps;
- three-phase, single-package central air conditioners and heat pumps;
- large air conditioners, heat pumps and condensing units; and
- packaged terminal air conditioners and heat pumps.

The pre-published amendment reflects feedback received by the Office of Energy Efficiency (OEE) from HVAC manufacturers and others over the past few months. A number of changes have been made to address industry concerns about issues such as harmonization with provincial and U.S. energy performance standards for the same equipment.

For more information on the proposed amendment, consult the *Canada Gazette*, Part I, vol. 132, no. 27, pp. 1615–1645 (web site at <http://www.canada.gc.ca/gazette>), or contact the OEE's Valerie Whelan at (613) 947-1207 or by fax at (613) 947-0373.

VERSION 2 OF HVAC SOFTWARE NOW AVAILABLE

THE POPULAR HVAC TOOLBOX, AN INFORMATION KIT THAT HELPS CONTRACTORS SELL THE BENEFITS OF HIGH-EFFICIENCY EQUIPMENT, HAS BEEN REVAMPED BY NRCAN AND THE HEATING, REFRIGERATING AND AIR CONDITIONING INSTITUTE OF CANADA (HRAI).

"The upgraded software also allows for more and better comparisons of HVAC systems."

At the heart of the new, improved HVAC Toolbox is an upgraded version of the HVAC Advisor software. This software can now be used to assess HVAC options in multi-unit housing as well as single homes. Propane has been added as a fuel option and the user has the choice of inputting pre-calculated design loads.

The upgraded software also allows for more and better comparisons of HVAC systems. For example, the economics of a heat pump can be compared to those of a furnace. Users can also compare the economics of two different air conditioners, two different heat pumps and two different furnaces.

As well, HVAC Toolbox's consumer fact sheets have been updated, and a new fact sheet, "Should I Choose a Heat Pump?", has been added. Other additions to HVAC Toolbox include a Team HVAC truck decal and stickers for use on business cards and letterhead, to help identify contractors who are participating in the program.

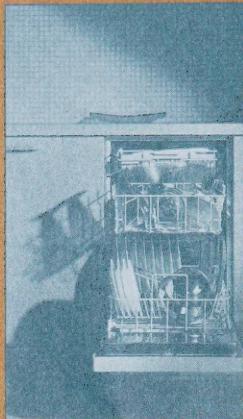
The new HVAC Toolbox was unveiled at an HRAI conference in Mont Tremblant, Quebec, in September 1998. It can be ordered from Louise Hope at the Heating, Refrigerating and Air Conditioning Institute of Canada, 5045 Orbitor Drive, Building 11, Suite 300, Mississauga, ON L4W 4Y4. Orders can also be placed by telephone at (905) 602-4700 or 1-800-267-2231, by fax at (905) 602-1197, or by e-mail at manuf@hrai.ca.



AND THE SURVEY SAYS...

A special "thank you" goes out to everyone who took the time to complete our first-ever reader survey, which was enclosed with the previous issue of *The EnerGuide Reporter*.

The survey generated a good response and we are now compiling and analyzing the results. Check our next edition for a detailed report on what you, our readers had to say.



"Miele's dishwashers are among the most energy-efficient and environmentally sensitive models on the market, using half the water and energy on a per-place-setting basis than a conventional North American model."

NEWS FROM OUR READERS

REPORT from

Miele Unveils The Latest in Dishwashing Technology

A recent trend in kitchen design, in which cabinets and countertops are increasingly being built "around" appliances, is changing the way North Americans think about appliances. As explained in this "News from Our Readers" column, Miele Limited has responded to this trend by developing a compact new dishwasher that has the capacity of a full-sized unit while using significantly less energy.

Gone are the days when renovating a kitchen or building a new one meant assembling cabinets and then finding a refrigerator, stove or dishwasher to fit into a predetermined space. We are now in the era of the "integrated" kitchen, where cabinets and countertops are designed around appliances. Integrated kitchens, for example, feature ovens that are built into cabinets and dishwashers that fit under counters, where they are almost totally concealed from view.

The integrated look is especially popular in small kitchens, where space is at a premium. That's why Miele Limited has developed a new dishwasher, only 45-centimeters (18-inches) wide, called the SLIMLINE. The SLIMLINE integrates easily into the smallest kitchen, conserving valuable cupboard space while maximizing washing and drying capability. Miele's SLIMLINE can also supplement an existing dishwasher in a large kitchen or fit next to a wet bar to accommodate entertaining needs.

Consumers shouldn't be fooled by the SLIMLINE's petite appearance. It can hold up to nine place settings, just like an average North American model, but uses less space. In addition, the SLIMLINE features Miele's patented cutlery tray, which slides into the top of the cabinet to wash every piece of cutlery individually.

Miele dishwashers have a well-deserved reputation as being the quietest on the market, which is a welcome feature as kitchens are increasingly becoming the centre of family activity in the home. Miele's dishwashing system combines three spray arms with an exceptionally powerful circulation pump to give thorough water distribution throughout the machine. In addition, its built-in water heater ensures precise temperature control.

Miele's dishwashers are among the most energy-efficient and environmentally sensitive models on the market, using half the water and energy on a per-place-setting basis than a conventional North American model.

This article was submitted by Miele Limited and edited for publication in The EnerGuide Reporter. The opinions expressed here are not necessarily those of NRCan.

NEWS FROM OUR READERS

The EnerGuide Reporter is pleased to introduce a new feature – "News from Our Readers."

A recent invitation to the appliance industry to submit articles for publication in the *EnerGuide Reporter* generated a great deal of interest. In this issue we publish articles provided by Frigidaire Home Products and Miele Limited about new, energy-efficient product innovations.

Now we're extending the invitation to other sectors – industry, businesses, utilities, governments and institutions. If your organization has an article of interest to our readers, please let us know. Note that articles may

be edited for style, length and content, and that NRCan accepts no responsibility for the opinions expressed.

Articles should be submitted (along with a contact name and telephone number) to:

Publisher, EnerGuide Program
Office of Energy Efficiency
Natural Resources Canada
580 Booth St., 20th Floor
Ottawa, ON K1A 0E4
Fax: (613) 947-0373

the Industry

Frigidaire Tumble Action Clothes Washers a "First" for North America

Frigidaire Home Products, the first company to introduce front-loading, tumble action clothes washers to the North American market, is convinced the technology will forever change the way Canadians do laundry. The company explains why in the following article.

Frigidaire's new Gallery Tumble Action clothes washer combines the best of European technology with the size and performance required by North American consumers. This machine is not only the most energy- and water-efficient washer on the market, its thorough yet gentle washing action produces superior cleaning results and virtually eliminates annoying tangling.

In the tumble action system, clothes are gently lifted around a horizontal axis and plunged through the water in a tumbling motion, effectively forcing detergent through clothing fibres to lift out sand, soil and stains. This is in contrast to standard washing machines, which immerse clothes in a tub of water and move them around by an agitator that rotates back and forth on a vertical axis. Because the tumble action washer does not require an agitator, it is extremely gentle and can extend the life of clothing.

The tumble action machine uses about 80 litres (40 percent) less water per load than a conventional machine and can save a typical household as much as 36 000 litres of water annually. As well, the Gallery Tumble Action machine's estimated annual energy consumption is only 264 kilowatt-hours, compared to 643 kilowatt-hours for the most energy-efficient standard clothes washer sold in Canada. This results in an annual cost savings of 59 percent.

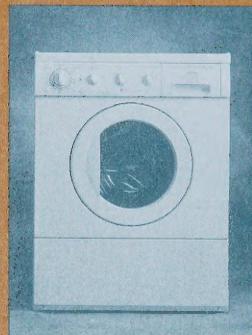
In recognition of the energy and water savings offered by the tumble action washer, the municipality of Barrie, Ontario, is currently offering consumers a \$140 rebate on the purchase price of the Frigidaire machine.

The Gallery Tumble Action unit has earned Environment Canada's "EcoLogo" award as the most environmentally responsible clothes washer available on the market today. Its excellent cleaning performance has also earned it the number one rating for 1998 from a major consumer magazine.

The Frigidaire tumble action machine also offers space-saving installation options. Because it loads from the front and has front-mounted controls, it can be installed in a stacked configuration, with the dryer mounted above the washer. The two machines can also be installed side-by-side under a countertop. The front access and front-mounted controls make the washer/dryer combination ideal for people in wheelchairs. (A new model, with standard top-mounted controls, is being introduced to match Frigidaire's conventional dryer models.)

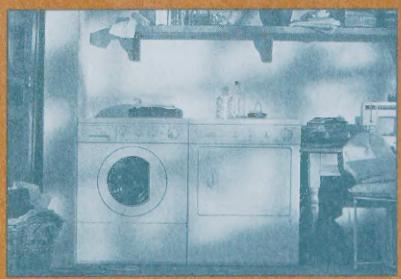
Frigidaire Home Products has invested more than \$25 million in the design, development and production of the tumble action machine, which is the result of a collaborative effort with the company's European affiliates under the umbrella of Frigidaire's parent, AC Electrolux, the world's largest maker of home appliances."

This article was submitted by Frigidaire Home Products and edited for publication in The EnerGuide Reporter. The Reporter will be printing more articles in the "Report from the Industry" column in subsequent issues and encourages submission on industry developments. The opinions expressed here are not necessarily those of NRCan.



"Frigidaire Home Products has invested more than \$25 million in the design, development and production of the tumble action machine, which is the result of a collaborative effort with the company's European affiliates under the umbrella of Frigidaire's parent, AC Electrolux, the world's largest maker of home appliances."

NEWS FROM OUR READERS



WORKSHOP ON TRANSFORMER REGULATIONS LEADS TO POSITION PAPER

THE OFFICE OF ENERGY EFFICIENCY (OEE) IS PREPARING A POSITION PAPER TO ADDRESS ISSUES RAISED AT THE MOST RECENT CONSULTATION WORKSHOP ON PROPOSED FEDERAL ENERGY EFFICIENCY REGULATIONS FOR DISTRIBUTION AND DRY-TYPE TRANSFORMERS.

"NRCan has undertaken further economic analysis of the costs and benefits of establishing minimum energy performance requirements for transformers."

Held in Toronto on June 19, the workshop was attended by 35 representatives of Canadian and U.S. transformer manufacturers, the Canadian Electricity Association (CEA), the National Electrical Manufacturers Association (NEMA) from the U.S., electric utilities, the Ontario Ministry of Energy, Science and Technology, and the U.S. Department of Energy. The proposed regulations would take effect through an amendment to the *Energy Efficiency Regulations*.

The workshop followed a similar meeting held in Toronto in November 1997, which resulted in NRCan undertaking further economic analysis of the costs and benefits of establishing minimum energy performance requirements for transformers. The results of this work were presented at the June workshop, and gave rise to questions concerning the sales figures, load factor and benchmark transformers used to conduct the economic analysis for liquid-filled distribution transformers. These are among the issues that will be addressed in the OEE position paper, which will be distributed to interested parties by October 1998.

Participants at the June workshop were also updated on the activities of a Canadian Standards Association technical subcommittee that is studying the potential harmonization of the Canadian standard for transformers (CSA-C802) with standards under consideration in the United States (NEMA TP-1 and TP-2). The subcommittee has formed two working groups — one for dry-type transformers and one for liquid-filled distribution transformers — to consider specifying minimum efficiency levels in terms of a percentage rating instead of maximum losses (as is specified in the NEMA TP-1 standard). This work should be completed by the fall of 1998.

To obtain a full report on the transformer workshop, a copy of the OEE position paper or more information on the proposed regulations, contact Valerie Whelan at (613) 947-1207. A summary of the workshop is also available on the OEE web site at <http://regulations.nrcan.gc.ca>.

WE'VE MOVED!

The Buildings and Equipment Group of the Office of Energy Efficiency — the people who manage the EnerGuide for Equipment program, the *Energy Efficiency Regulations*, the Commercial Building Incentive Program, and other initiatives — has moved.

To optimize the use of space at NRCan's headquarters at 580 Booth Street in Ottawa, the Buildings and Equipment Group has moved from the 18th to the 20th floor. All telephone numbers and e-mail addresses remain the same, however, the Buildings and Equipment Group has a new fax number: **(613) 947-0373**.



RETAILERS' CORNER

New Fact Sheets for Retailers

Two new fact sheets have been produced for the information kit, *All About EnerGuide for the Appliance Salesperson*.

Entitled "Wet and Wild Water Facts" and "The Real Energy Cost of Using Clothes Washers and Dishwashers," the fact sheets are being mailed directly to all kit users. If you haven't received your copies yet, they're on the way. After reading them, please insert the new fact sheets into your binder for future reference.

You'll also find a questionnaire enclosed with the fact sheets, asking you to evaluate the *All About EnerGuide for the Appliance Salesperson* information kit. Please take a few minutes to complete and return the questionnaire. Your input will help us make subsequent editions of the kit an even better tool for selling energy-efficient appliances.



NEW REFRIGERATOR STANDARDS NOW UNDER STUDY

IN KEEPING WITH ITS POLICY TO HARMONIZE ITS STANDARDS WITH THOSE IN OTHER JURISDICTIONS WHENEVER FEASIBLE, NATURAL RESOURCES CANADA (NRCan) WILL SOON BE INITIATING THE PROCESS TO ASSESS AND IMPLEMENT NEW MINIMUM PERFORMANCE STANDARDS FOR REFRIGERATORS, REFRIGERATOR-FREEZERS AND FREEZERS IN CANADA.

"Natural Resources Canada (NRCan) will soon be initiating the process to assess and implement new minimum performance standards for refrigerators, refrigerator-freezers and freezers in Canada."

These products were among the first regulated when the Canadian *Energy Efficiency Regulations* came into effect in February 1995. At the time, the minimum standards specified in the Regulations were harmonized with those already in place in the provinces and the United States. Appliance manufacturers and distributors favour harmonization because of the integrated nature of the North American appliance market.

The new U.S. requirements were announced in April 1997 and will come into effect on July 1, 2001. As a result of these requirements, NRCan is preparing to conduct

an economic analysis to evaluate the feasibility of adopting these new standards in Canada. If the analysis indicates that such a move would provide positive net benefits for Canada, it is likely that NRCan will amend the *Energy Efficiency Regulations* to implement the new standards when they come into force in the United States.

NRCan is also supporting the work of a Canadian Standards Association technical sub-committee that is redrafting CAN/CSA-C300 (the standard that sets out the minimum requirements for refrigerators) to include the new minimum efficiency levels.

UPDATE: APEC STEERING GROUP ON ENERGY STANDARDS

THE APEC STEERING GROUP ON ENERGY STANDARDS (SGES) IS CONTINUING TO DEVELOP AND IMPLEMENT A COMPREHENSIVE WORK PLAN TO FACILITATE COOPERATION AMONG ASIA-PACIFIC NATIONS ON ENERGY EFFICIENCY STANDARDS.

"Several other projects are planned or underway, including the establishment of an Internet-based system for communicating information on energy efficiency requirements throughout APEC."

The SGES originated at the first meeting of APEC energy ministers in Sydney in 1996. At that meeting, ministers recognized the practice of regulating minimum efficiency standards in order to achieve energy and environmental goals, but asserted that this should not be done in ways that hinder trade among APEC nations.

The SGES was subsequently formed to examine issues such as multilateral recognition of laboratory test results, increased harmonization of regional test standards, the use of international test standards and the implementation of standards notification protocols. Chaired by NRCan's Nick Marty, it now has 11 members and has met three times — in Vancouver in March 1997, in Canberra in June 1997 and in Hawaii in April 1998.

Canada has played a lead role in the group's work. For example, the Standards Council of Canada (SCC) has completed an overview of energy efficiency performance testing and compliance assessment in APEC nations. At NRCan's request, the SCC has also convened a working group to investigate how the Asia-Pacific Laboratory Accreditation Cooperation initiative can be applied to energy efficiency testing laboratories. This working group comprises representatives of accreditation bodies from four APEC nations.

Several other projects are planned or underway, including the establishment of an Internet-based system for communicating information on energy efficiency requirements throughout APEC. Further research and analysis is planned on the various



standards regimes used in the region, and a project has begun to assess the volume of regional trade in goods that are covered by energy efficiency standards. Finally, a series of workshops is being planned on topics ranging from standards development methodologies to energy performance laboratory testing needs.

The current work plan is expected to take the steering group through to December 1999, at which time its mandate will be reviewed.

For additional information, contact Canada's representative on the SGES, John Cockburn, at (613) 996-4359 or by e-mail at jcockburn@nrcan.gc.ca.

NEW LABELLING APPROACH FOR DISHWASHERS WINS KUDOS

CAMCO INC., A MONTREAL-BASED MANUFACTURER AND DISTRIBUTOR OF BRAND-NOME HOUSEHOLD APPLIANCES, HAS DEVELOPED A NEW, CREATIVE APPROACH FOR AFFIXING THE ENERGUIDE LABEL TO DISHWASHERS.

"It's an innovative approach that complies with the Regulations, serves the needs of retailers and consumers, and makes the job of compliance enforcement easier."

Dishwashers are one of several types of energy-using products that are required by the *Energy Efficiency Regulations* to bear an EnerGuide label. However, dishwashers present a unique labelling challenge for manufacturers. The problem lies in securely attaching the EnerGuide label so that it is visible from the front of the unit, as required by the Regulations, while allowing for easy removal after the machine is installed in the customer's home.

At first, Camco tried gluing the EnerGuide label to the front panel of the dishwasher, but retailers complained that this detracted from the appearance of the machine on the sales floor and could damage the finish when the label was removed. The company then tried hang tags, but experienced problems with tags falling off during shipping or while in the store.

After careful research and testing, in March 1998 Camco proposed a new labelling method that involves attaching the EnerGuide label to the top rack of the dishwasher using a band of adhesive tape.

NRCAN has determined that this approach meets the regulatory requirement for visibility because, when the door of the unit is opened, the EnerGuide label is

the first thing seen by consumers. The new approach also meets the requirements for label strength. Using a pull scale to test the label's resistance to tearing or coming unglued, Camco found that the label attached with adhesive tape could resist more than four times as much force as a hang tag attached with cord.

"We're always happy to see manufacturers put the time and effort into developing new labelling solutions," says Anne Wilkins, EnerGuide Program Coordinator. "It's an innovative approach that complies with the Regulations, serves the needs of retailers and consumers, and makes the job of compliance enforcement easier."



DIRECT MAIL CAMPAIGNS HIT TARGET

DIRECT MAIL CAMPAIGNS ARE PROVING TO BE A POWERFUL TOOL FOR GETTING INFORMATION ABOUT THE ENERGUIDE PROGRAM TO APPLIANCE RETAILERS ACROSS CANADA.

"Close to 35 percent of the retailers who received the notice requested a copy of the kit, which is an excellent response rate for a direct mail campaign."

Marcelle Eburne, a liaison officer with the EnerGuide Program, reports that three direct mail campaigns recently undertaken by the Office of Energy Efficiency have generated strong interest in the EnerGuide label as a tool for selling energy-efficient appliances and room air conditioners.

One of the campaigns was aimed at expanding distribution of the information kit, *All About EnerGuide for the Appliance Salesperson*. In 1997, with the approval of corporate head offices, copies of the kit

were sent directly to major retailers such as Sears, Future Shop, The Brick and Eaton's. This year, independent retailers who sell electrical appliances, such as family-owned furniture stores, were targeted with a direct mail notice promoting the kit.

"Close to 35 percent of the retailers who received the notice requested a copy of the kit, which is an excellent response rate for a direct mail campaign," says Ms. Eburne.

Direct mail campaigns were also used to notify retailers of the availability of the 1998 EnerGuide directories for major household appliances and room air conditioners, again with excellent response rates.



Leading Canadians to Energy Efficiency at Home, at Work and on the Road

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